

ELEVATE YOUR EMAIL STRATEGY TO A SUPERHERO LEVEL

# LinkedIn



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**TOP  
MARKETING  
TIPS**



FOLLOW FOR MORE

THE PSYCHOLOGY  
OF EFFECTIVE  
**EMAIL**  
COPYWRITING

**MARKETING  
SUPERHEROES  
TO GROW YOUR  
Business**

**SECRET TACTICS  
REVEALED INSIDE!**

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@lausas

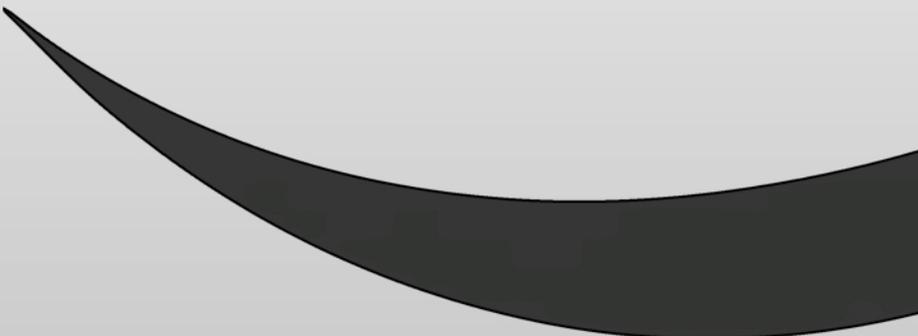
**WORDS THAT CONVERT:**  
CRAFTING EMAILS WITH PSYCHOLOGICAL TRIGGERS



# THE PSYCHOLOGY OF EFFECTIVE EMAIL COPYWRITING

**Effective email copy isn't  
just about words - it's  
about understanding what  
drives your audience to act.**

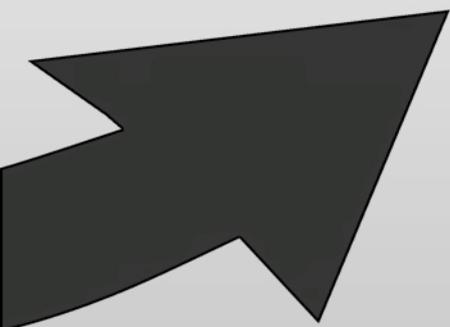
**Here's how to  
leverage psychology to  
craft emails that convert.**

A thick, dark grey curved line that starts from the bottom left and sweeps upwards and to the right, ending at the bottom right corner of the page.



# Why Psychology Matters in Email Copy?

- ◆ **Human behaviour is often driven by subconscious triggers.**
- ◆ **Using psychological insights helps you connect with readers on a deeper level.**
- ◆ **Result? Higher open rates, engagement, and conversions.**



# Tactic #1 - Use the Power of Curiosity

**Curiosity is a powerful motivator that drives people to seek answers.**

**Examples:**

- ◆ **Subject line: “You Won’t Believe What’s Inside...”**
- ◆ **Preview text: “Discover the secret to increasing your sales...”**

**Implementation Tip:**

**Craft subject lines and opening lines that hint at valuable content without revealing everything.**

## **Tactic #2 - Leverage Social Proof**

**People are more likely to trust and act when they see others doing the same.**

**Examples:**

- ◆ **“Join 10,000+ marketers who trust us for results.”**
- ◆ **Testimonials and case studies in the email body.**

**Implementation Tip:**

**Mention the number of subscribers, showcase customer success stories, or highlight user reviews to build trust.**

## **Tactic #3 - Create a Sense of Urgency**

**Urgency prompts immediate action by making readers feel they might miss out.**

**Examples:**

- ◆ **“Only 24 hours left to claim your discount!”**
- ◆ **“Limited spots available - reserve yours now!”**

**Implementation Tip:**

**Use time-sensitive language in your CTAs and subject lines, but avoid overusing this tactic to maintain**

# Secret Tactic - Tap into the Fear of Missing Out (FOMO)

**FOMO is a powerful psychological driver, especially in limited offers.**

**Examples:**

- ◆ **“Don’t miss out - last chance to buy!”**
- ◆ **“Others are already seeing results - don’t be left behind.”**

**Implementation Tip:**

**Combine FOMO with urgency for maximum effect. Highlight exclusive offers or limited availability in your copy.**

## **Tactic #4 - Use Reciprocity to Build Goodwill**

**When you give something of value, people feel more inclined to give back.**

**Examples:**

- ◆ **Offer a free guide, checklist, or exclusive insight in your email.**
- ◆ **“Here’s a free resource to help you - no strings attached!”**

**Implementation Tip:**

**Offer valuable, free resources to build goodwill and trust before asking for a purchase or signup.**

## **Tactic #5 - Appeal to Identity and Belonging**

**People want to feel part of a community or align with a specific identity.**

**Examples:**

- ◆ **“For ambitious marketers ready to make an impact...”**
- ◆ **“Join a community of high-achievers and innovators.”**

**Implementation Tip:**

**Use inclusive language that makes readers feel like part of a group or a movement.**

# Secret Tactic - Use Anchoring to Highlight Value

**Anchoring sets a reference point, making your offer feel like a great deal.**

**Examples:**

- ◆ **“Regular price 99€, now only 49€!”**
- ◆ **“Save 50% today and get lifetime access.”**

**Implementation Tip:**

**Show a comparison between the regular and current price to emphasise savings and value.**

# **Tactic #6 - Craft Personalised Content**

**Personalisation makes readers feel seen and valued, increasing engagement.**

**Examples:**

- ◆ **Use the recipient's name in the greeting or subject line.**
- ◆ **Reference past interactions or purchases if relevant.**

**Implementation Tip:**

**Segment your list and personalise emails based on behaviour, preferences, or demographics.**

# **Tactic #7 - Leverage Authority and Expertise**

**Authority builds trust, making your audience more likely to take action.**

**Examples:**

- ◆ **“As seen in [credible publication].”**
- ◆ **“Our team has 10+ years of experience in helping businesses grow.”**

**Implementation Tip:**

**Mention credentials, partnerships, or notable clients to establish credibility and authority.**

## **Tactic #8 - Evoke Emotions with Empowering Language**

**People are drawn to content that makes them feel positive and capable.**

**Examples:**

- ◆ **“Achieve your goals with our proven strategy.”**
- ◆ **“Take control of your success - start today!”**

**Implementation Tip:**

**Use motivational language that frames the reader as capable and empowered to achieve their goals.**

# **Secret Tactic - Tell a Story to Create Emotional Connection**

**Storytelling taps into emotions, making your message memorable and relatable.**

**Example:**

◆ **“When we first started, we struggled... but we found a solution. Here’s how it can help you too.”**

**Implementation Tip:**

**Share relatable stories or case studies to create a narrative that resonates with your audience.**

## Like, Share & Comment!

Effective email copywriting is all about tapping into the psychology of your audience. Use these triggers to craft emails that resonate and convert.

Save this post for future reference and follow for more email marketing insights!

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**SUPERHEROES**  
TO **GROW** YOUR  
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